

HAUSER & WIRTH



WELCOME TO OUR EXHIBITION ON PROPOSALS FOR 17-22 SOUTH AUDLEY STREET

Hauser & Wirth was founded in 1992 in Zurich. We have built a reputation for our dedication to artists and support of visionary artistic projects worldwide. Our first permanent home in London was the Sir Edwin Lutyens designed 196a Piccadilly, next to BAFTA. Over the course of our 30-year history, we have transformed many similar architectural landmarks into outstanding destinations to experience art in Zurich, Somerset, Los Angeles, New York, and, most recently, Menorca.

Artfarm is an independent hospitality and development company owned by Manuela and Iwan Wirth. Artfarm sets new boundaries for what cultural development can achieve. It adapts and reinvents unique sites that come with great stories by bringing together art, community, education, people and place.

Our plans for the building will continue this proud tradition of carefully considered re-invention. We are working with our long-

standing collaborator, Luis Laplace and his architectural practice, alongside Timothy Hatton Architects, on our plans. These will see an architectural conversion that will preserve the heritage of this iconic Grade II* listed Victorian building, whilst creating a new flagship gallery and vibrant cultural destination in the heart of Mayfair.

ARTFARM

THE SITE

The site occupies the full city block between South Audley Street, South Street and Chapel Place. It is designed to look like four separate properties, partially replicating historic building arrangements on the site.

History of the building

Thomas Goode started trading his business in ceramic wares from South Audley Street in 1844 and expanded its operations over the late 1800s. With the consent of the Duke of Grosvenor, development of a new premises was undertaken between 1875 and 1876 to designs by Ernest George in the Queen Anne style, for which he would become renowned. Internally, the buildings were subject of ongoing adaption to suit the needs of the business throughout the latter half of the 19th century.

By 1900 Thomas Goode had assumed control of the full urban block between South Audley Street, South Street and Chapel Place. The earliest Georgian fabric had been almost entirely lost to the redevelopment of the site as part of the Victorian redevelopments undertaken by Goode.

The changes to the site in the 20th century were relatively limited compared with developments during the 19th century, comprising only internal alterations and minor extensions. These included interior alterations to the north side of the building by the Arts and Crafts' architect, Detmar Blow. The Neo-Georgian interiors survive largely intact.

The building suffered some damage during the Second World War (1938-1945) when a bomb fell through the roof of one of the showrooms, but it failed to explode.

Planning history

The proposals represent revisions to the scheme which received planning permission and listed building consent in April 2020 (planning refs. 18/10305/FULL and 18/10306/LBC). This sets the precedent for development on the site and our proposals today comprise sensitive changes that seek to preserve, enhance and celebrate this important piece of heritage.



Historical and existing photographs

The photographs shown show the interior of the Thomas Goode shop in its heyday and as it is now.

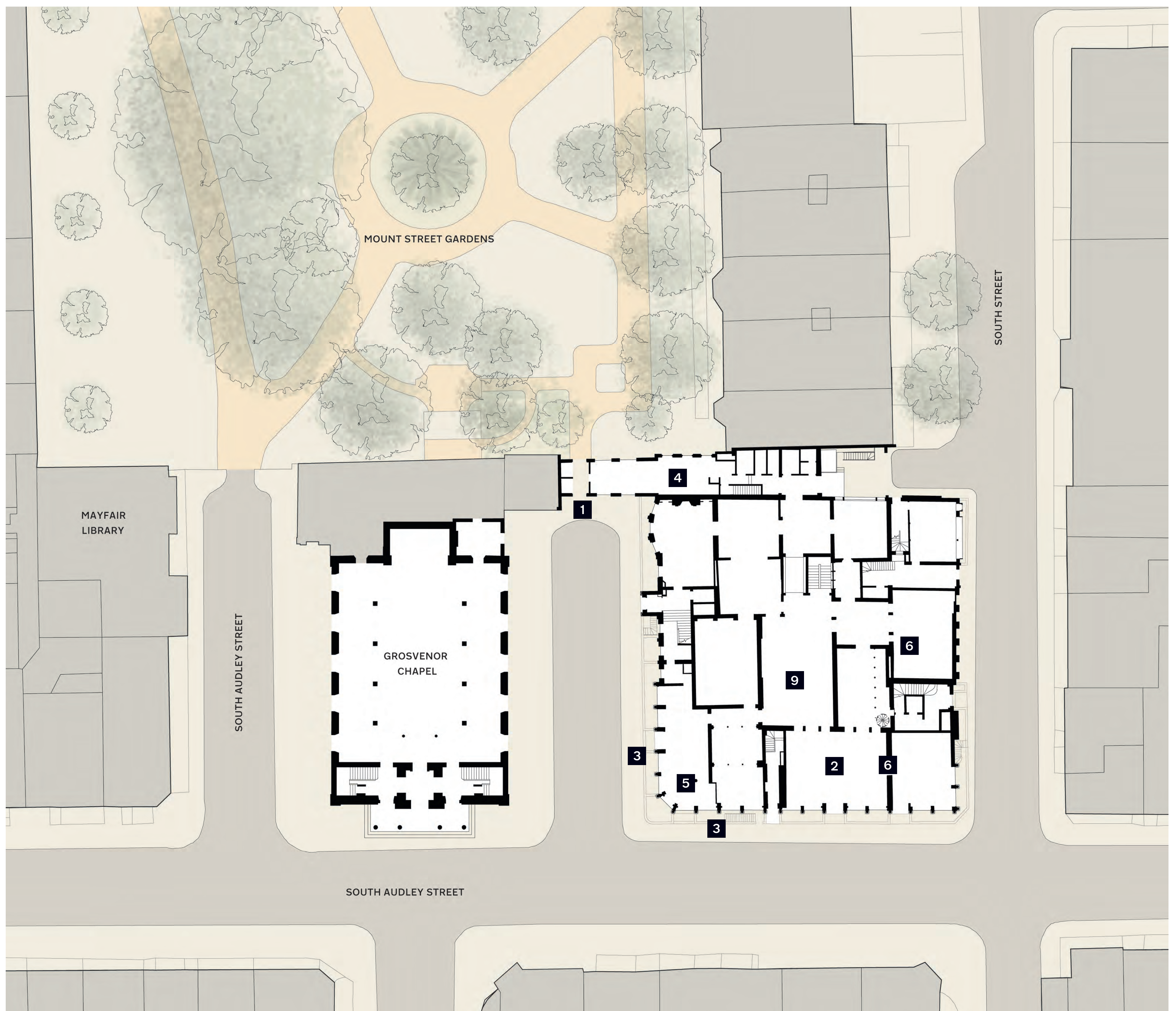
The original interior fittings have been replaced over time as retail fashions changed. The shelving and cabinetry in place when the company left the building is thought to date from the 1970's.



IMPROVING ON THE EXISTING PLANNING CONSENT

The site benefits from an existing planning consent from 2020. We believe that a much better scheme is possible; one that preserves and enhances more of the buildings important heritage and brings a sympathetic occupier who wishes to celebrate it. The table below sets out how Hauser & Wirth's approach differs from the existing planning consent.

EXISTING PERMISSION		EMERGING HAUSER & WIRTH AND ARTFARM SCHEME
OCCUPIER	There was no identified occupier for the approved scheme.	The scheme is being proposed to meet the specific needs of Hauser & Wirth and ArtFarm.
INTERNAL GALLERY SPACE	The approved scheme introduced a new stair within the central gallery linked to the lower ground floor.	The new scheme will better reveal the central gallery by omitting the central stair. The proposed scheme includes an art lift to transport art between ground floor and lower ground floor.
RESIDENTIAL FLOORSPACE	The approved scheme contained seven C3 units.	The new scheme proposes five C3 units.
C1 VISITOR ACCOMMODATION SPACE	The approved scheme contained 16 Use Class C1 Visitor Accommodation Units.	The new scheme proposes 11 Use Class C1 Visitor Accommodation Units.
OFFICE FLOORSPACE	The approved scheme contained no office space.	The proposed scheme will contain office floor space for Hauser & Wirth and back of house facilities for Artfarm.
DEMOLITION OF MODERN INFILL EXTENSIONS	The approved scheme demolishes two unoriginal single storey extensions at the rear.	No change.
PROPOSED INFILL AT REAR	The approved scheme proposed infill extensions at the rear which are not visible in important views of the building. The proposals created a non-accessible courtyard.	The proposed scheme revises the massing at the rear to create a larger accessible courtyard. The proposed infill extensions are not visible in important views from the street.
GALLERY EXTENSION FACING SOUTH STREET	The approved scheme proposes an additional storey above the South Street Gallery.	No change.
NEW NORTH EAST CORNER CHAPEL PLACE	The approved scheme proposes an additional bay.	No change.
CONNECTIONS TO MOUNT STREET GARDENS	The approved scheme demolishes the existing loading bay and proposes a gated link to Mount Street Gardens.	The proposed scheme demolishes the existing loading bay and replaces it with a new route through to the gardens, supported by a small Coffee House.
REAR WORKSHOP	The approved scheme reinstates the original glazing pattern of the workshop.	The proposed scheme also reinstates the original glazing pattern of the workshop. There is a modest art loading area added to the ground floor of the workshop accessed from South Street.



PROPOSED SITE PLAN

- 1 A new entrance to Mount Street Gardens
- 2 Active ground floor uses contributing to a vibrant atmosphere at street level
- 3 Restoring building façades
- 4 A new Coffee House as part of the gated Mount Street Gardens entrance
- 5 A new prints and editions shop on the corner of South Audley Street and Chapel Place South
- 6 Preserving the original sales rooms with very little alteration
- 7 An art storage facility
- 8 Permanent residential and visitor accommodation on the upper floors of the building
- 9 An enlarged courtyard space with new greenery and enhanced biodiversity
- 10 New massing at roof level is well set back from the public facing façades of the George and Peto building so as to have minimal impact on views

A NEW ENTRANCE TO MOUNT STREET GARDENS

A new entrance to Mount Street Gardens is proposed from the East of Chapel Place South. With gates that will be open during park opening hours, the entrance is via a short passage that also gives access to a proposed new Coffee House.

The Coffee House will be run by ArtFarm and is intended to create a unique destination for residents and visitors to enjoy a coffee and views of the gardens.



The existing view of the listed building from Mount Street Gardens.



The 1970s loading bay at the east end of Chapel Place which is a negative feature of the primary part of the listed building's setting.



HAUSER & WIRTH



**CONTRIBUTING
TO A VIBRANT
ATMOSPHERE
IS EXTREMELY
IMPORTANT TO
HAUSER & WIRTH**

Positioned on the visible corner of South Audley Street and Chapel Place South will be a gallery focused on editions and publications with vibrant window displays.

ARTFARM



COFFEE HOUSE

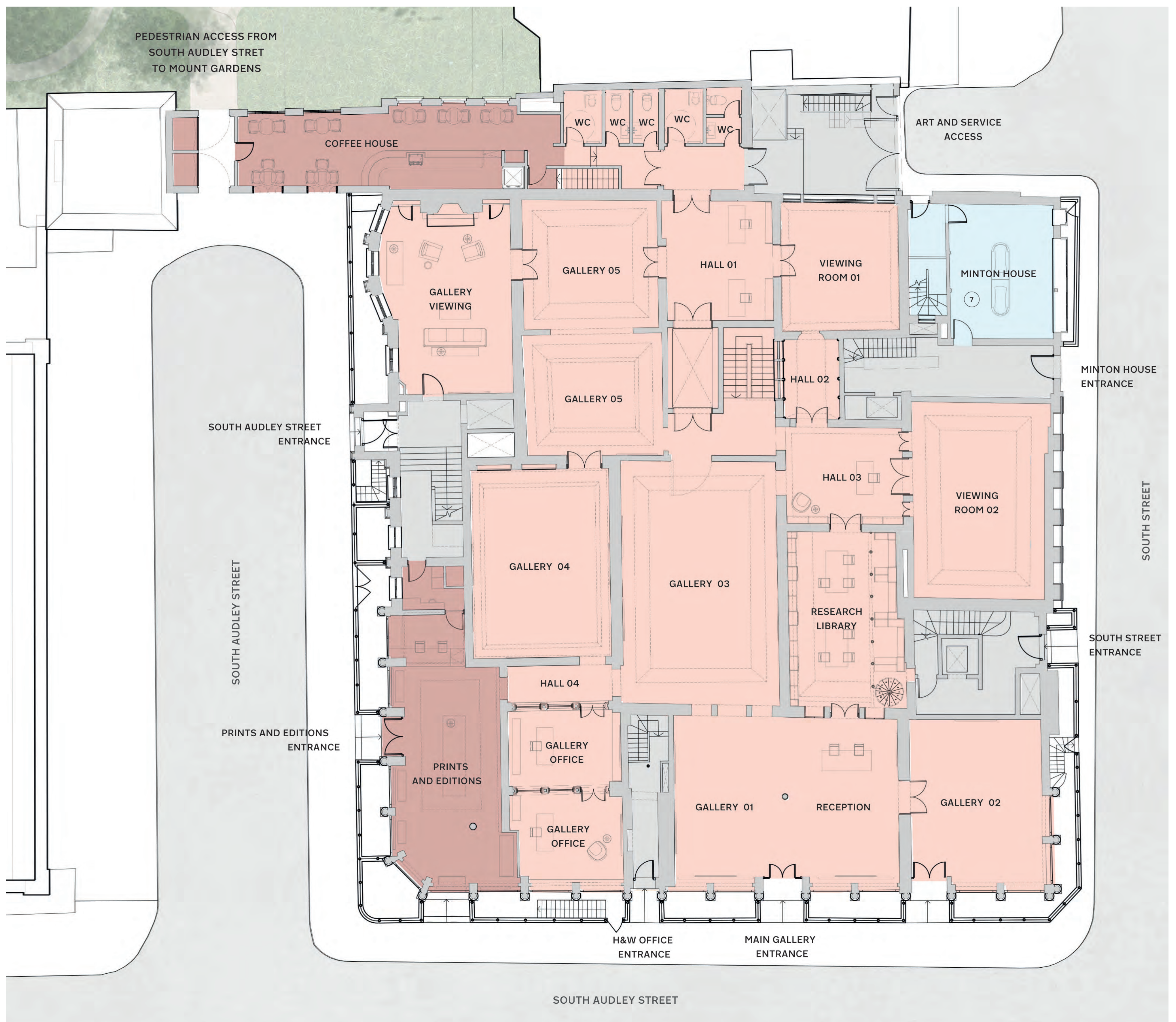
PRINTS AND EDITIONS

MAIN GALLERY

PROPOSED WEST ELEVATION

The new owners' decision to take on the challenge of repurposing the Grade 2* Thomas Goode building was driven by their enthusiasm for its architectural qualities. The proposals carefully respect the George and Peto building. As far as possible historic fabric will be repaired and restored and only where necessary to make possible the new functions are sympathetic alterations proposed.

The Proposed West elevation drawing shows how the main facade to South Audley Street will be restored. The new building housing the Coffee House and gated Mount Street Gardens entrance are shown on the North Side of the main facade.

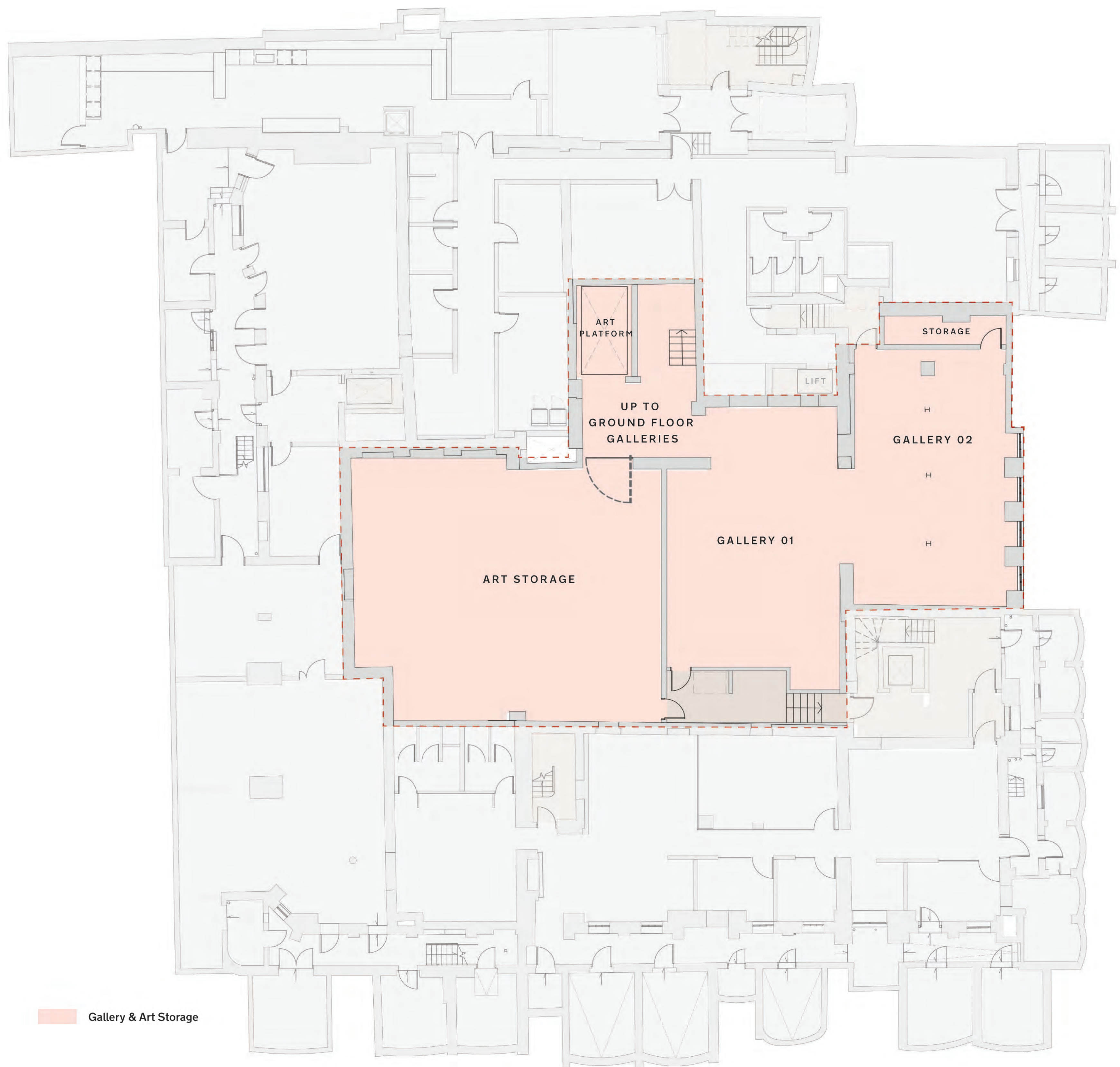


PROPOSED GROUND FLOOR PLAN

The proposed ground floor plan shows how well the new gallery functions work within the layout of the original shop interior with very little alteration.

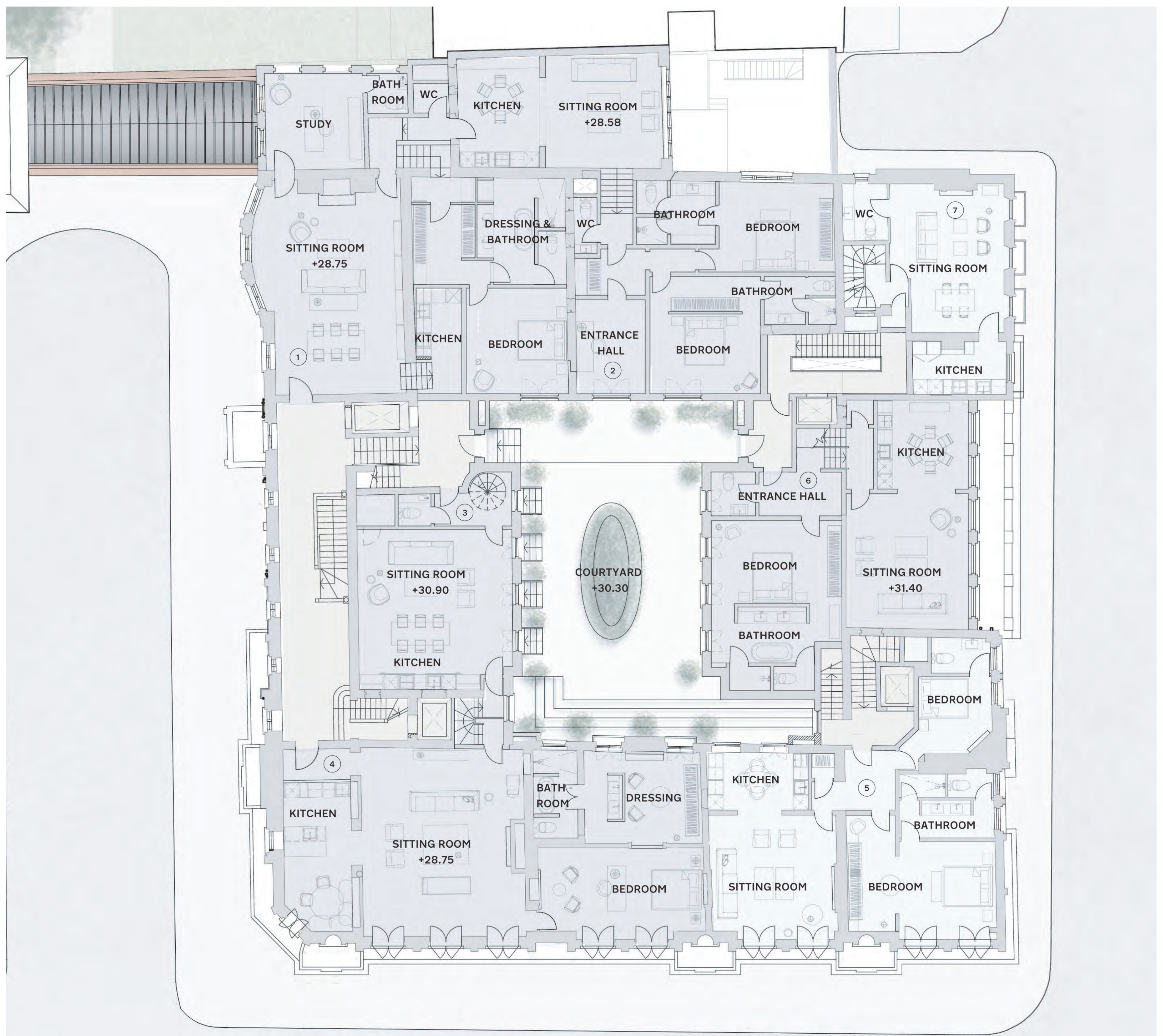
The minor alterations that are required allow access in to the building for works of art and provide an art lift and staircase to the gallery spaces and art storage areas on the Lower Ground Floor. Other sympathetic alterations achieve lift provision to all residential and visitor accommodation and areas required for back of house services.

The positions of the Coffee House and Prints & Editions shop in relation to the public realm are clearly shown as is the disposition of the various entrances. To keep nuisance to neighbouring residents to a minimum, the service entrance has been relocated from Chapel Place to South Street.



PROPOSED LOWER GROUND FLOOR PLAN

Two publicly accessible gallery spaces and an Art Storage facility make use of the lower ground floor spaces. These are reached by a new staircase and art lift.



C1 VISITOR ACCOMMODATION

Suite 01

Suite 02

Duplex Suite 03

Suite 04

Duplex Suite 06

C3 RESIDENTIAL APARTMENTS

Apartment 05

Apartment 07 | Minton House

PROPOSED FIRST FLOOR PLAN

The first floor will contain permanent residential accommodation as well as visitor accommodation in a mix of apartment types.

Lift access is provided to apartments where possible; all permanent residential apartments are DDA compliant.

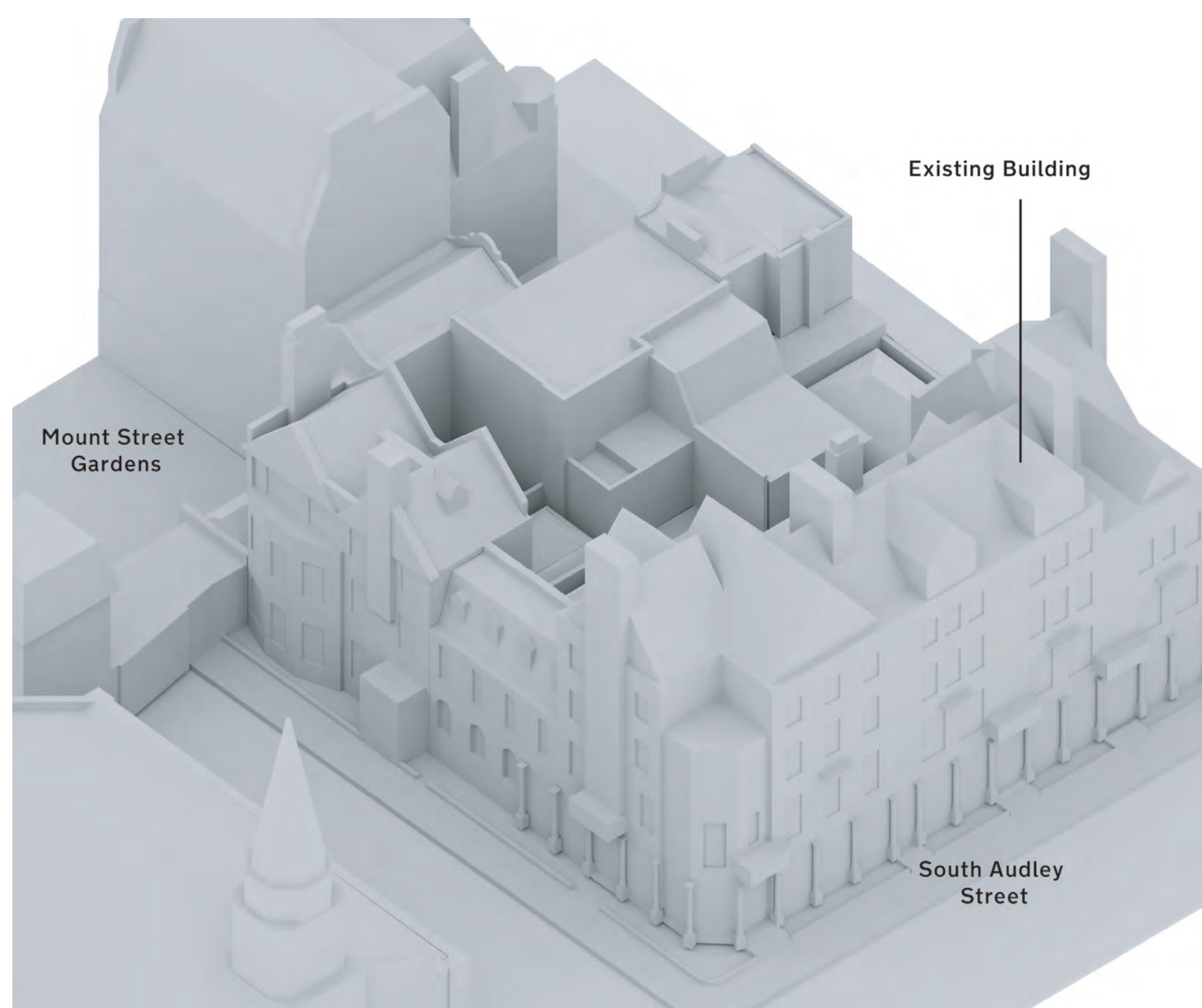
A new courtyard space provides light, air and a view to the apartments that face into it. Landscaping within the courtyard provides an opportunity for urban greening and enhancing biodiversity.



COURTYARD INTERNAL VIEW

This courtyard visualisation gives a sense of the spatial qualities and scale of the new courtyard space.

The elevation treatment shown reinterprets the backs and the aesthetic expression of each of the very different street fronts of the original buildings.

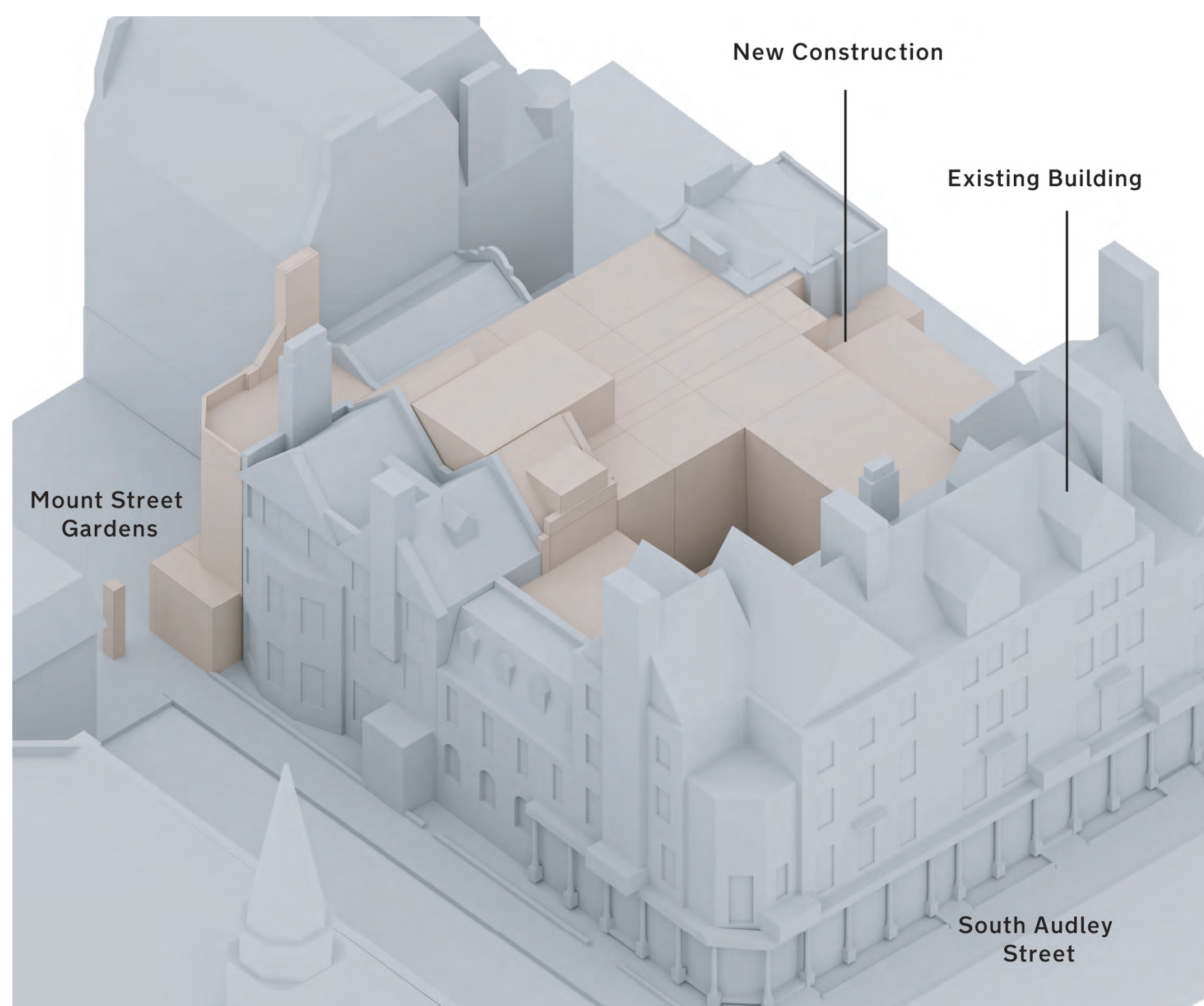


3D MODEL MASSING COMPARISON AERIAL VIEW FROM CHAPEL PLACE

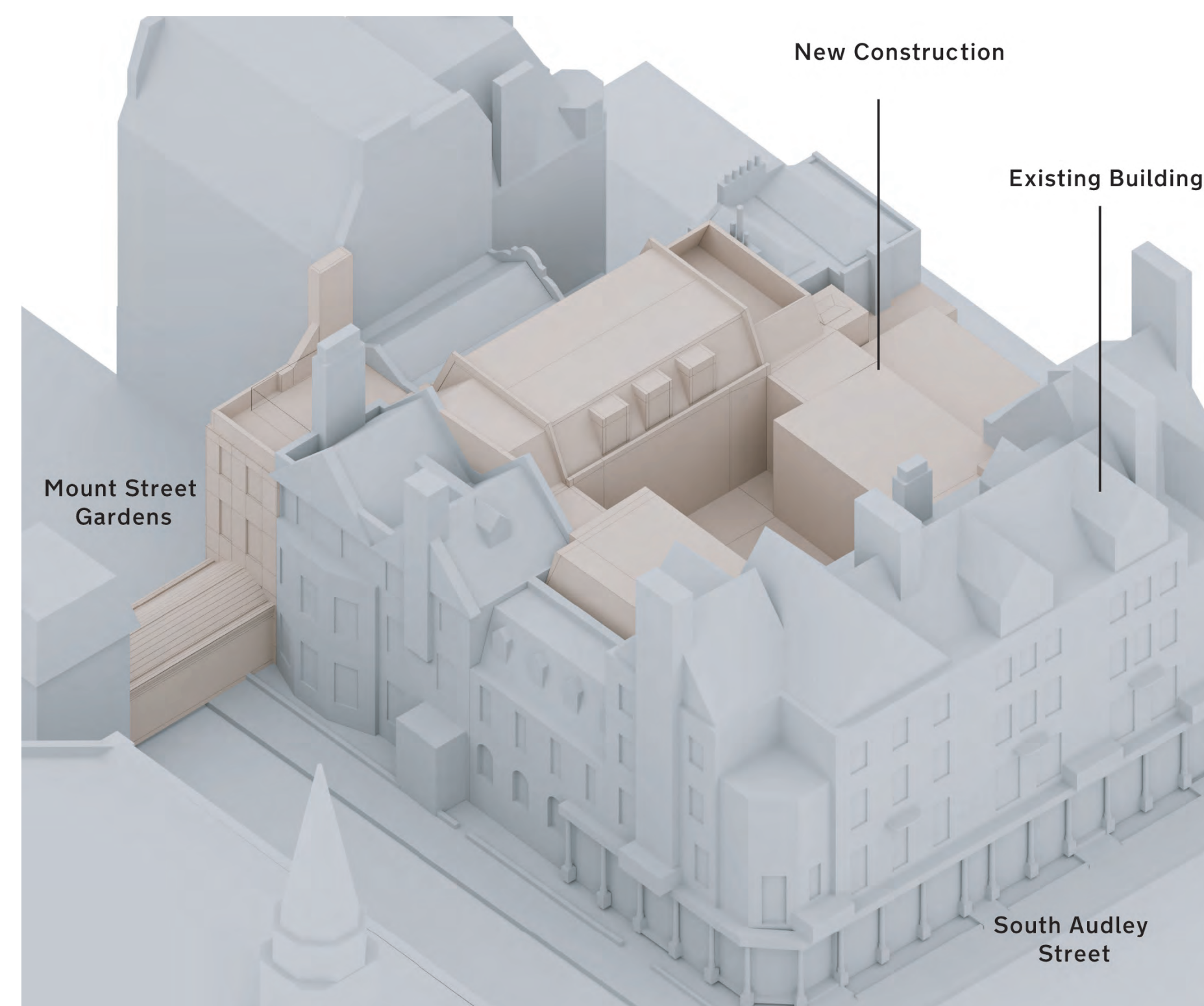
The massing comparison shows the greater generosity of the courtyard space compared to that of the consented scheme.

The increases in massing height required by the new scheme are well set back from the public facing facades of the George and Peto building so as to have minimal impact on views from street level.

EXISTING



CONSENTED



PROPOSED



EXISTING

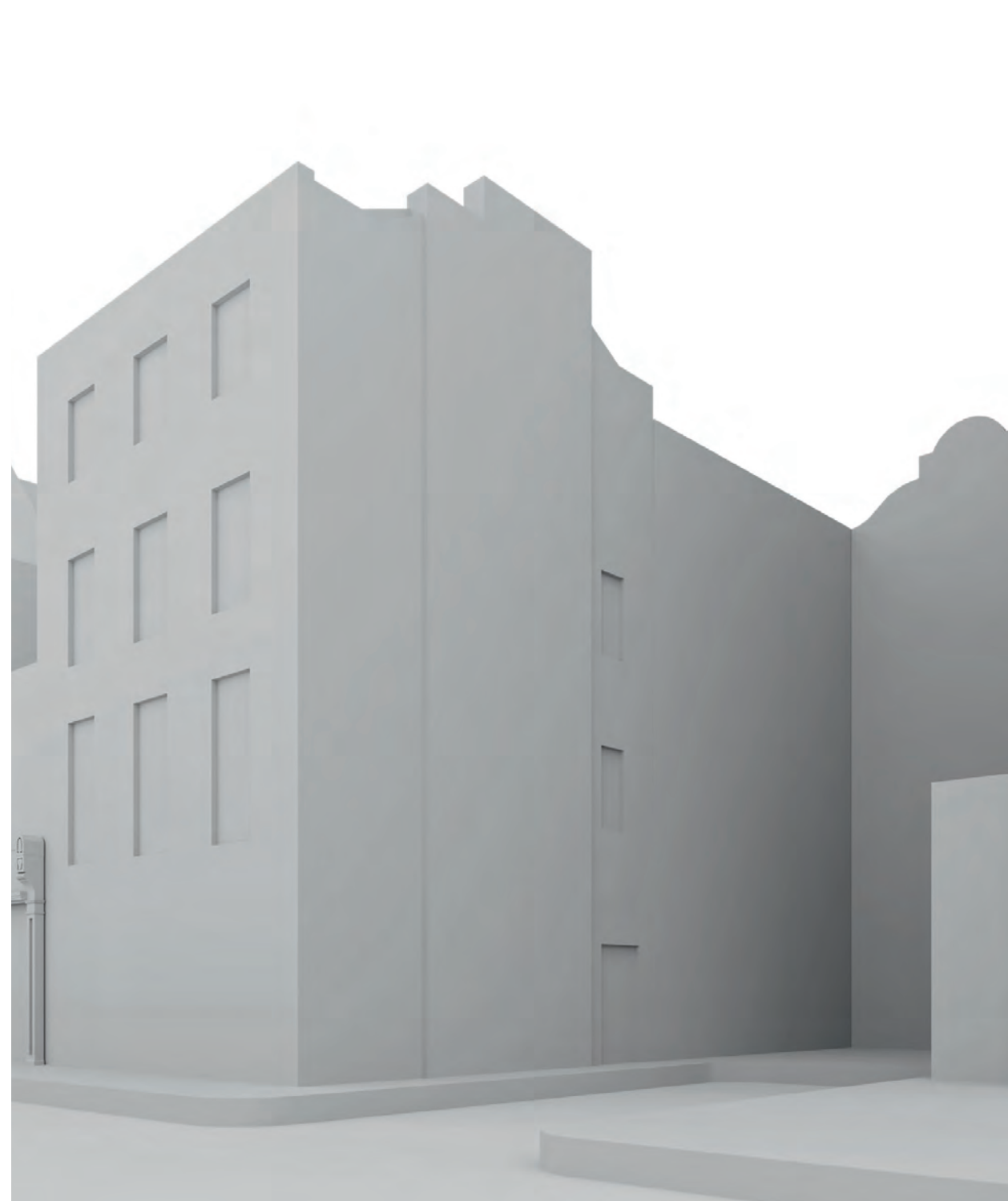


CONSENTED

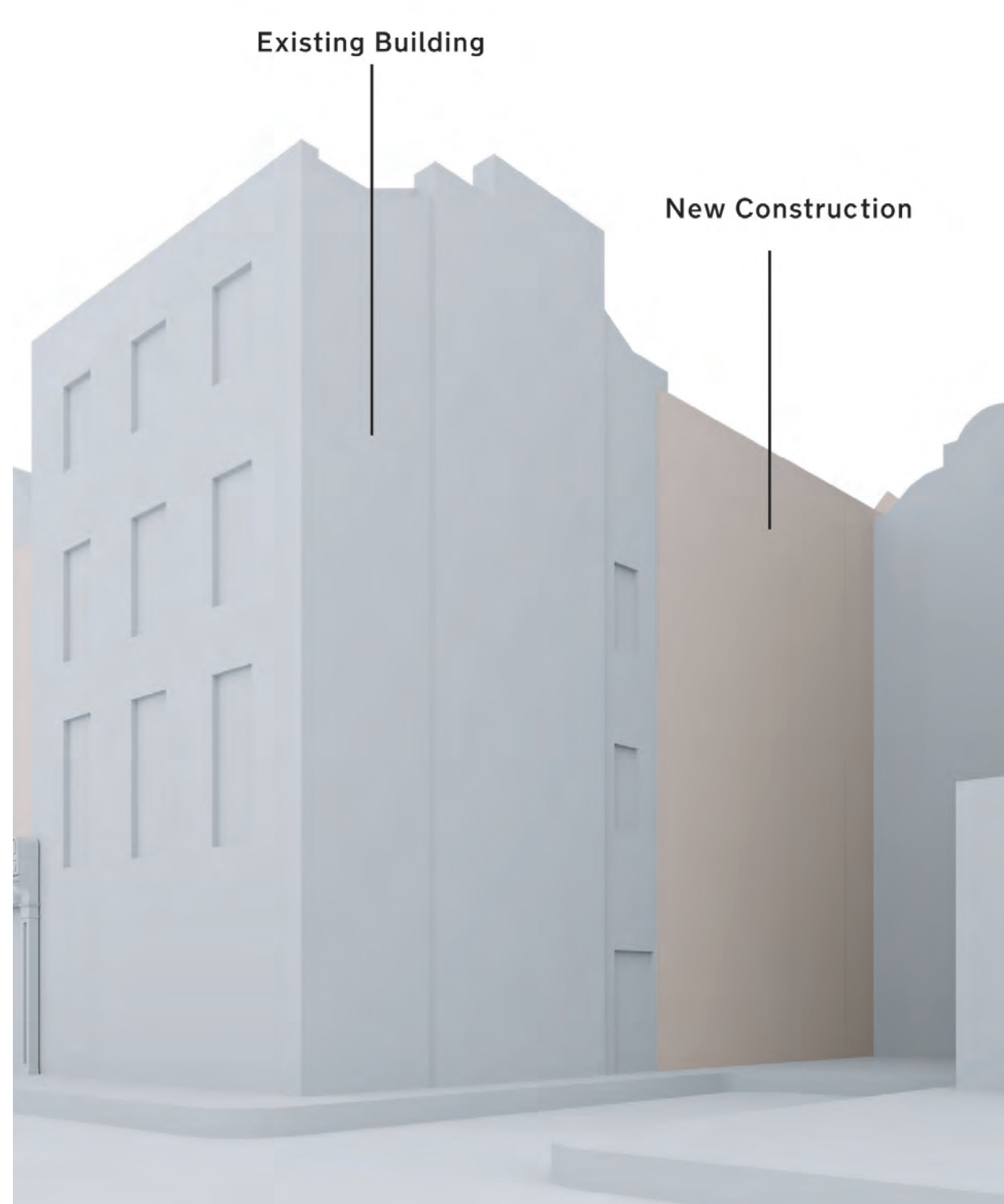


PROPOSED

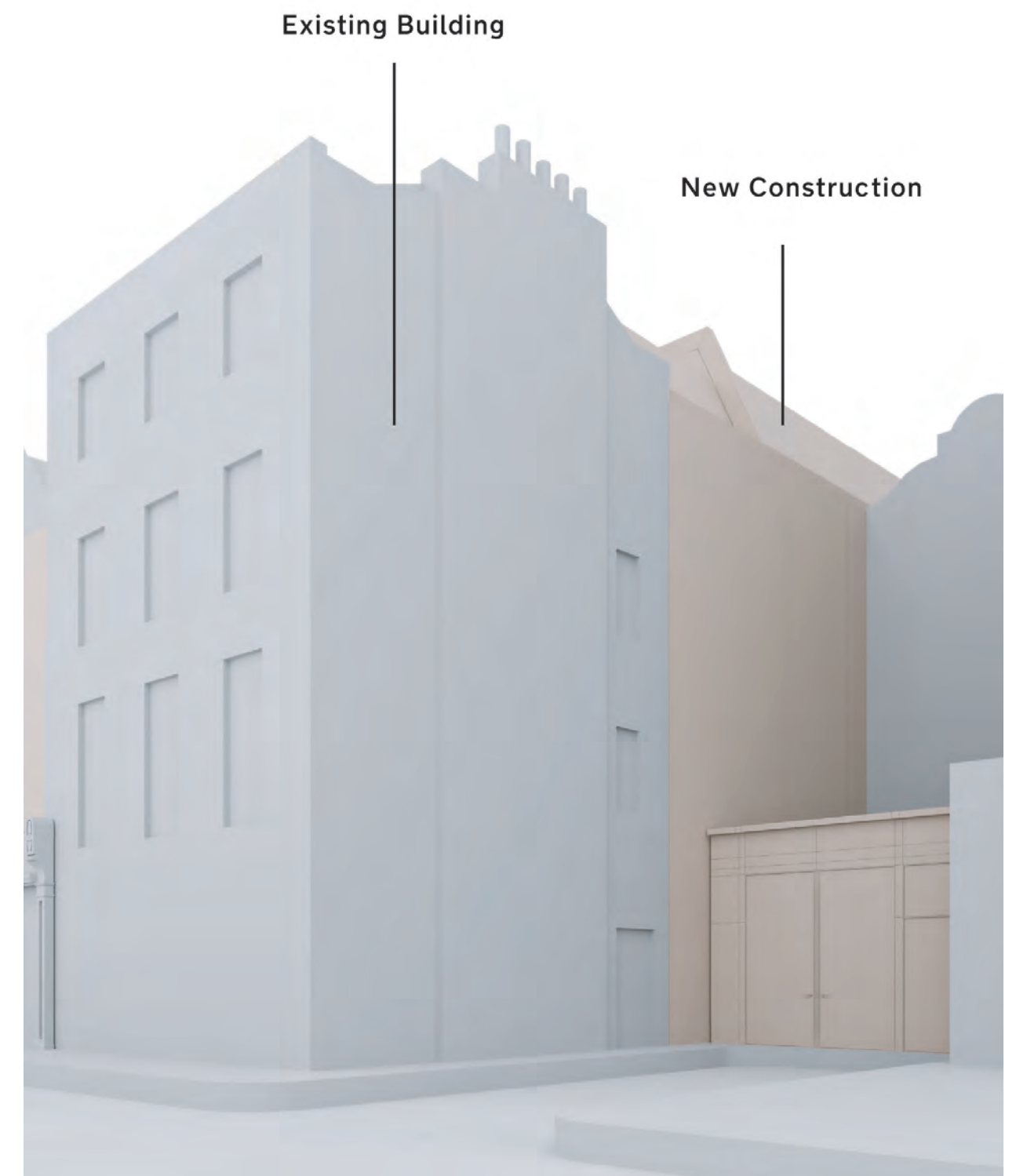
This comparison of views from the northwest demonstrates the minimal impact of the increased massing seen from South Audley Street



EXISTING



CONSENTED



PROPOSED

3D MODELLING AND MASSING COMPARISONS – SOUTH STREET ENTRANCE

This comparison of views from the northwest demonstrates the minimal impact of the increased massing seen from South Street.



PROPOSED SOUTH ELEVATION



The set-back elevation to South Street showing the marks of later alterations in the brick work and the 20th century, single storey projection at ground floor.

HAUSER & WIRTH AND ARTFARM HAVE A STRONG TRACK RECORD OF RENOVATING AND CHERISHING HISTORIC SITES



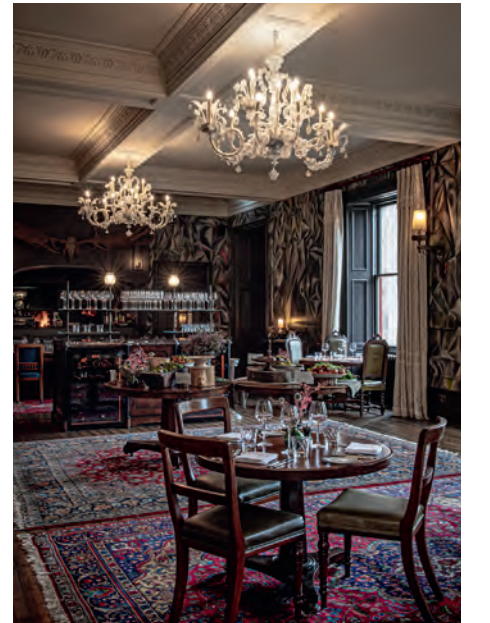
Menorca

Through a two-year conservation project culminating in the opening summer 2021, Hauser & Wirth sensitively repurposed existing historic buildings on the island into an art centre incorporating an exhibition space with eight galleries and sculpture trail, set in landscaped gardens. The conservation project used traditional building materials, such as a typical tiled roof, and the interior architecture features the restored original wood beams. An ongoing dedicated education programme engages both the local community and visitors in contemporary art through screenings, talks, and workshops.



Somerset

Comprised of a group of Grade II listed buildings that date back from as early as 1760, the site of Durslade Farm was reimagined as a cultural destination in 2013 including a Hauser & Wirth art gallery and landscaped garden designed by Piet Oudolf, which includes a changing programme of outdoor sculptures and houses the Radic Pavilion. On-site restaurant Roth Bar & Grill, serves seasonal locally sourced food and drink whilst visitors can stay at Durslade Farmhouse. Durslade Farm Shop opened in 2020 and supports farmers, growers and makers. The powerful combination of art, food and learning have created a cultural destination.



The Fife Arms

Since the 19th century The Fife Arms has been at the heart of Braemar, the town famous for the annual Highland Games. The 46 bedroom hotel reopened in 2018 and brings together a profound respect for local history, a love of nature and strong sense of community. The Fife Arms is also a celebration of craftsmanship bringing together architects, designers and artists, many of whom have strong links to Scotland.



Los Angeles

Located at 901 East 3rd Street, Hauser & Wirth opened its Los Angeles location in March 2016 in the heart of the burgeoning Downtown Los Angeles Arts District. The gallery is situated in the former Globe Mills complex, a collection of historic buildings dating back to the late 19th and early 20th centuries a former flour mill, and is now a vibrant communal space that links art and architecture with a dynamic events program. The venue fosters public dialogue with the arts through a range of activities that engage the city's diverse population. In 2018, Hauser & Wirth Los Angeles was awarded the Chair's Award, Los Angeles Conservancy's highest honor and in 2021, Time Out L.A. named the gallery 'Best Gallery' in Los Angeles.



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EDUCATION, LEARNING & COMMUNITY

Central to the ethos of Hauser & Wirth is a deep belief and commitment to Education, Learning & Community.

Throughout all Hauser & Wirth spaces, artist, specialist and curator-led talks, seminars and workshops are created and tailored for primary schools, colleges and universities. Since our founding, we have also used art and gallery spaces as focus points for education programmes

and outreach. These have developed into sustained, multi-year local partnerships.

We are committed to public engagement programs that aim to instigate a dialogue between the works on view and a diverse audience. Hauser & Wirth presents dynamic family, youth, and adult programmes inspired by the gallery's artists, including specialist and curator-led talks, seminars and screenings.

We have partnerships with UWE university, The Old Vic, The Princes Trust, Creative Youth Network, The Big Draw Project, Arthaus, Bath School of Art, CalArt, Lower EastSide Girls Club and WPA, among many more. We plan to partner with a series of London based educational and arts programmes and work with them closely once the 17-22 South Audley Street building has re-opened.

Images 1 & 2

H&W London – South Gallery Workshops

Images 3 - 8

H&W Somerset - Architectural Drawing Summer School



ARTFARM ALREADY HAS A HOME IN MAYFAIR AND IS SET TO OPEN THE AUDLEY IN AUTUMN 2022

An elegant Victorian building on the corner of Mount Street and South Audley Street, The Audley offers three distinct experiences, whilst remaining true to its listed exterior and interiors: The Audley Public House, a traditional community pub, will sit at street level. The first floor will become Mount St. Restaurant, which then leads to the top three floors housing four beautifully designed unique spaces, available for private hire. Art is at the heart of the project, showcasing extraordinary and important works alongside specially commissioned site-specific art interventions.

NEXT STEPS

Thank you for taking the time to view our proposals for the 17-22 South Audley Street building. We would be grateful if you would take some time to give us your feedback on the proposals that we have shared today.

The next step will be for us to reflect on these comments, refine and finalise our proposals for the site. Our anticipated timeline for securing a planning consent and undertaking development works is set out, right.

YOUR FEEDBACK

Feedback forms are provided and should you wish to get in contact with us for further feedback and questions, you can reach us by email on southaudleystreet@fourcommunications.com or by telephone on **020 3697 4325**.

TIMELINE

- SUMMER 2022**
Planning submission
- AUTUMN 2022**
Planning application and listed building consent
- AUTUMN 2022**
Site works commencement
- AUTUMN 2024**
Works completion